



CITY OF MORGAN HILL

17555 PEAK AVENUE MORGAN HILL CALIFORNIA 95037

DRAFT
LIBRARY COMMISSION
After Action
REGULAR MEETING

AUGUST 9, 2004

Morgan Hill Civic Center
Council Chambers
17555 Peak Avenue

LIBRARY COMMISSION

| | |
|--------------|-------------------|
| Chair | Chuck Dillmann |
| Vice-Chair | George Nale |
| Commissioner | Jeanne Gregg |
| Commissioner | Kathleen Stanaway |
| Commissioner | Charles Cameron |
| Commissioner | Einar Anderson |
| Commissioner | Ruth Phebus |
| Commissioner | Bert Berson |
| Commissioner | John Macchia |

7:15 P.M.

CALL TO ORDER

Chair Dillmann called the meeting to order at 7:15 p.m.

ROLL CALL ATTENDANCE

Absent – Commissioner Phebus

DECLARATION OF POSTING THE AGENDA

Per Government Code 54954.2

PLEDGE

Pledge was led by Chair Dillmann

PUBLIC COMMENT

None

REPORTS

1. COUNTY LIBRARY REPORT

Legislation-Funding & Budgeting

County Librarian Melinda Cervantes

Deputy County Librarian Sarah Flowers

County Librarian Melinda Cervantes reported good news in that the State budget does not include additional funding cuts for the Library. There were no additional shifts of property tax away from the Library. The Library anticipates retention of \$2.6million for its operating budget. Unfortunately, cities and counties do have to deal with shifts in property tax away from local governments.

The next JPA meeting will be held on August 26th at 1:30 p.m. at the Campbell Library. The JPA will amend the operating budget as appropriate. The JPA is also working toward placing the Library Special Tax on the June 2005 ballot. This will be a special election. The Library is working toward increasing community awareness of the Library. An active group of Library staff members is working to promote the Library and developing a Library newsletter.

New fees and fines went into effect on July 1. However, there was a problem with the computer system and the fee for fines was inaccurate. The new fees were pulled and the problem is being fixed. The new fees will go into effect within a week of the Library Commission meeting.

The number of holds a patron may place has also been changed. This number has been reduced from 15 to 10.

There are currently 15 vacant positions within the Library system and 15 employees who have retired. The JPA will also consider whether to fill any of these positions or leave them vacant for budget savings.

Joint Powers Authority

Council Member Steve Tate

Council Member Tate addressed this issue in Business Item 5.

2. MORGAN HILL LIBRARY REPORT

Community Librarian

Nancy Howe

Ms. Howe reported circulation increased 2% in FY 03-04 from FY 02-03. The gate count for the number of patrons also increased by 2%. In FY 03-04, 280,663 patrons visited the Library. The number of patrons who visited the Library in June '04 increased 3% over June '03.

The second self-check machine was installed. The County Library paid for this machine. Currently, 20% of book check-outs are processed through the self-check machine. The Library staff anticipates an additional 20% of patrons will use the new self-check machine.

The Morgan Hill Rotary Club donated a new display for periodicals. The Library has installed a plaque recognizing the Rotary Club for its donation.

The Morgan Hill Library's 90th Birthday Celebration on Saturday, August 7th was a big success. Members of the AAUW chorus sang songs from each decade. Davi Evans conducted story times throughout the day; the Youth Advisory Committee entertained the children with face painting and animal balloons. There were

also tours of the Library. Ms. Howe showed the Commission a slide show which depicted the history of the Morgan Hill Library.

3. LEGISLATIVE COMMITTEE

Chair Dillmann

Chair Dillmann reported Governor Schwarzenegger has created a committee of 250 people representing business, government, and various other groups that has recommended \$32 billion in changes to the State Budget. One of these proposed changes would affect libraries in California by eliminating the current infrastructure at the state level. This would include elimination of agencies such as the Office of Library Construction.

Senator Dede Alpert's Library Bond is facing challenges. There is sentiment in Sacramento that this is not a good time to go forward with a new bond. Chair Dillmann will continue to provide updates on the status of this bond.

County Librarian Melinda Cervantes announced the new State Librarian is Susan Hilbreth. She is the former San Francisco City Librarian.

4. CONSENT CALENDAR

APPROVAL OF MEETING MINUTES OF JULY 12, 2004

Vice-Chair Nale motioned to approve the minutes. Commissioner Gregg seconded the motion. Approved (7:0:1). Commissioner Berson abstained.

BUSINESS

5. NEW MORGAN HILL LIBRARY – NEXT STEPS AND TIME LINE FOR KEY ACTIONS.

Recommended Action: Information Item. On July 21, the City Council voted to build the new Morgan Hill Library on the Civic Center site. Commission members to discuss next steps in design and development and creation of time line for key actions.

Council Member Tate reported the City Council voted on July 21st to build a 28,000 square foot library on the Civic Center site. He stated the Council will consider more detailed items at the August 18th meeting. He stated many community members demonstrated strong support for the Civic Center site and have indicated they would like to remain involved during the design process. Council Member Tate would like to have Noll and Tam present at the next Library Commission meeting and invite members of the public to review the current conceptual plans. The City will not direct Noll and Tam to complete any additional work on the design at this time, but will wait until after the announcement regarding the library grant in September.

Commissioner Berson stated he feels a vision for the Morgan Hill Library needs to be developed before continuing work on the conceptual design. He stated that in addition to the vision, a strategic plan needs to be developed which incorporates the constituency the Library serves and the programs and services it provides. Commissioner Stanaway stated this had already been addressed to some extent in the Library visioning process for the grant, but nothing had been put forward as a strategy. Commissioner Berson explained the "6 Slides" exercise which has been successful in business to determine a product's unique selling points, identify approaches to reach the target market/constituency and determine the amount of funding that will be needed to accomplish the goals.

Commissioner Gregg stated that perhaps the “process” part of Commissioner Berson’s proposal will allow the Commission to prioritize concerns regarding maximizing design features so the Library services and programs are incorporated prominently into the design.

Council Member Tate stated the visioning process could be held after the next Commission meeting. Commissioner Berson stated the visioning process should be held first so that members of the public will have a framework into which they can provide input.

County Librarian Cervantes stated the Library has developed strategic planning system-wide, but has not conducted this process at the branch level. She added she has not heard an “easy” statement that describes the programs and services of the Library. This could come out of a visioning process.

Commissioner Macchia asked if a small group of interested people could meet with Library staff to begin development of vision. Staff Balagso stated such a group must be made up of 4 or fewer members of Commission. More than 4 is a violation of the Brown Act if the meeting is not posted or open to the public.

Commissioner Dillmann stated the community participated in a visioning process for the Library several years ago. This was incorporated into the Proposition 14 grant application. He added the vision included a partnership with school. This partnership and other portions of the original vision have changed. He added publicity is very important for a meeting to solicit public input.

Commissioner Stanaway suggested Recreation Manager Julie Spier be asked for information on the original visioning process for the Library. She then put forth the following motion:

A sub-committee of the Library Commission and members of the Library staff will develop a straw-man for a strategic vision for the Morgan Hill Public Library that will be further discussed and finalized in a public forum. The sub-committee will consist of the following members:

Vice-Chair Nale
Commissioner Anderson
Commissioner Macchia
Commissioner Berson
Alternate: Commissioner Stanaway

Vice-Chair Nale seconded the motion. Motion carried (7:1). Chair Dillmann opposed the motion.

The sub-committee will meet and provide a report at the next Commission meeting.

6. FUNDRAISING FOR LIBRARY

Recommended Action: Information Item. Commission members to revisit fundraising for external funds to supplement Library operations.

Commissioner Anderson provided a detailed background on the Commission’s efforts to develop an organization dedicated to raising funds to supplement the Library’s operating budget. A sub-committee was formed, which developed a partnership with the Friends of the Morgan Hill Library. Donations and grants will be received by the Friends because they have status as a 501(c)3 non-profit organization.

Commissioner Gregg stated perhaps fundraising efforts for library operations should be postponed until after the special election for the library parcel tax. The campaign for the special election will also need to raise funds.

Commissioner Anderson stated that postponing fundraising for library operations will put-off activity for almost a year. Commissioner Stanaway suggested the infrastructure could be put into place and fundraising activities would not have to be implemented right away.

Chair Dillmann stated the level of funding the sub-committee is seeking is quite large and will require dedicated people to take on this large project. Commissioner Anderson is going to contact a member of the community who was quite active in the grass roots campaign to build the new Library on the Civic Center site. The sub-committee will meeting prior to the next Commission meeting and provide a status report. Commissioner Gregg stated if the members of the community who were active in the grass roots campaign were aware this extra funding would be dedicated to library operations, perhaps they would become involved in this effort too.

7. LIBRARY PARCEL TAX

Recommended Action: Action Item. Commission members to discuss strategies fro Library Parcel Tax to be placed on June 2005 ballot.

Council Member Tate reported the election committee has held meetings to discuss “what went wrong” in the first campaign, which was unsuccessful. He stated new goals for the special election will include involvement from more businesses and groups such as Silicon Valley Manufacturing Group. He stated the fundraising goal is to raise \$300,000 by January 1, 2005. He added communities will lead individual campaigns that highlight the special needs of each community. Changes in strategy from the first election will include more “door-to-door” campaigning. Los Altos was very successful with this strategy and did not phone individual constituents.

Commissioner Gregg asked if a local chair had been identified. County Librarian Cervantes responded she has been in touch with a few people who have expressed interest.

Council Member Tate stated the special election will cost \$800,000 if there is only one item on the ballot. If the ballot contains other items the cost to the Library will be reduced.

Commissioner Anderson suggested looking to the City of San Jose’s successful campaign for a \$25 per household parcel tax. Council Member Tate stated San Jose was able to successfully “get the word out” regarding the need for that tax.

County Librarian Cervantes stated the Library will also have more voter registration information available at service points throughout the County.

8. DISCUSSION OF IDEAS FOR LIBRARY SISTER CITY

Recommended Action: Information Item. Item requested by Commissioner Berson. Discussion of development of Sister City Library relationship.

Commissioner Berson stated he has visited the City of Suzhou several times and is familiar with the Suzhou Library, which is regarded as the most beautiful library in China. Suzhou is located in eastern China, one hour from Shanghai.

He stated the Suzhou Library is 3 years old and receives approximately 2000 visitors per day. The Library is underutilized by U.S. standards but, those who do visit the Library stay much longer than most patrons in the U.S. The Suzhou Library has an English Collection which consists of mostly paperbacks.

Commissioner Berson would like to establish a sister library relationship with the Suzhou

Library. The Suzhou Library currently has such a relationship with a Library in Japan. This relationship consists of book exchanges, but has no strong structure at this time.

Commissioner Stanaway asked what the expectation of such a relationship would be from the Suzhou Library. Commissioner Berson responded the relationship would be fairly simple and would be developed "one step at a time".

Commissioner Gregg asked how this would fit into the City's establish Sister City program. Commissioner Anderson responded the Sister City Committee looks to establish relationships with cities that are similar to Morgan Hill in size and types of businesses established in the area. He added a sister library relationship would be different from that of a sister city.

Chair Dillmann asked for comments from the public. A member of public stated there is a project entitled Project Gutenberg, which is dedicated to making the world's great literature available to anyone around the globe. He stated works by Mark Twain are currently being made available through this project.

County Librarian Cervantes stated the Cupertino Library has a relationship with a library in China which consists of exchanges of books and gifts. She added this relationship is not as structured as one might think. She suggested getting in contact with Diana Wu of the CLA Chinese American Committee.

ANNOUNCEMENTS

Commissioner Anderson announced the CALTAC meeting will be held at the Cerritos Library. He handed out a brochure on the Library which contains a 15,000 gallon saltwater aquarium, conference facility and Children's Library.

REQUESTS FOR FUTURE ITEMS

Report from Visioning Process Sub-Committee

Review of conceptual design of 28,000 square foot library and public input

Report from Library Fundraising Sub-Committee.

ADJOURNMENT to the next monthly meeting scheduled on **September 13, 2004 at 7:15 p.m.** in City Council Chambers.

Commissioner Cameron moved to adjourn the meeting. Vice-Chair Nale seconded the motion. Motion carried (8:0).